



WBTV

ORDER

Print Date 09/13/12

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Flight Dates **10/30/12-11/05/12**

Contract / Revision **820006 /** **NC CITS FOR PROGRESS**

Original Date / Revision Agency Com 15%

09/13/12 09/13/12 Billing Contact

Advertiser **Issue/Communication Work**
Agency **Shorr Johnson Magnes**
Buying Contact
1831 Chestnut St.
6th Floor
Philadelphia, PA 19103

Product
1831 Chestnut St.
6th Floor
Philadelphia, PA 19103

Sales Office T-DC
Sales Region National
Agency Ref

Order Sep 00:15:00

Estimate #
Alt Order # **06313811**

Billing Type Cash
Order Type Political
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes Agency Political Pol-Issue
Product Codes PL20
Priority P 3
Advertiser Ref

Primary Account Executive
 Dave Clark

Account Executive	Order%	Start Date	End Date
Dave Clark	100%		

Order Share 31% Market Value 177774

Competing Station	% of Order	Amount
WAXN	2%	3555
WBTVn	%	0
WBTVt	%	0
WCCB	2%	3555
WCNC	27%	47999
WHKY	%	0
WJZY	%	0
WMYT	%	0
WNSC	%	0
WSOC	38%	67554
WTVI	%	0
WUNE	%	0
WUNG	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	31	\$46,843.50	\$55,110.00	0.00	10/29/12	11/05/12	31	\$46,843.50	\$55,110.00
Totals	31	\$46,843.50	\$55,110.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WBTV	10/31/12	11/02/12	WBTV News 530a WBTV News 530a	Comm	530-6a	--WTF--	:30	2	\$1,125.00	P 3	0.00	NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					2	\$1,125.00		0.00			
E 2	WBTV	11/05/12	11/05/12	WBTV News 530a WBTV News 530a	Comm	530-6a	1-----	:30	1	\$1,125.00	P 3	0.00	NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$1,125.00		0.00			
E 3	WBTV	10/30/12	11/02/12		Comm	6-7a	-TWTF--	:30	4	\$1,400.00	P 3	0.00	NM	4	\$5,600.00



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Contract / Revision **820006** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:15:00

Advertiser **Issue/Communication Worl** Product **NC CITS FOR PROGRESS** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				WBTV News 6a											
				WBTV News 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					4	\$1,400.00		0.00			
E 4	WBTV	11/05/12	11/05/12	WBTV News 6a	Comm	6-7a	1-----	:30	1	\$1,400.00	P 3	0.00	NM	1	\$1,400.00
				WBTV News 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$1,400.00		0.00			
E 5	WBTV	10/30/12	10/30/12	CBS AM Network News Comm		7-9a	- 1-----	:30	1	\$1,080.00	P 3	0.00	NM	1	\$1,080.00
				The Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1-----					1	\$1,080.00		0.00			
E 6	WBTV	11/05/12	11/05/12	CBS AM Network News Comm		7-9a	1-----	:30	1	\$1,080.00	P 3	0.00	NM	1	\$1,080.00
				The Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$1,080.00		0.00			
E 7	WBTV	11/04/12	11/04/12	WBTV News Sun 6:30p Comm		Sun 630p-7p	----- 1	:30	1	\$450.00	P 3	0.00	NM	1	\$450.00
				WBTV News Sun 630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----- 1					1	\$450.00		0.00			
E 9	WBTV	10/30/12	11/02/12	WBTV News a 5:30p	Comm	M-F 530p-6p	- TWTF - -	:30	4	\$2,450.00	P 3	0.00	NM	4	\$9,800.00
				WBTV News at 530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					4	\$2,450.00		0.00			
E 10	WBTV	11/05/12	11/05/12	WBTV News a 5:30p	Comm	M-F 530p-6p	1-----	:30	1	\$2,450.00	P 3	0.00	NM	1	\$2,450.00
				WBTV News at 530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$2,450.00		0.00			
E 11	WBTV	10/30/12	11/02/12	WBTV News at 6p	Comm	M-F 6p-630p	- T - - F - -	:30	2	\$2,900.00	P 3	0.00	NM	2	\$5,800.00
				WBTV News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- T - - F - -					2	\$2,900.00		0.00			
E 12	WBTV	11/05/12	11/05/12	WBTV News at 6p	Comm	M-F 6p-630p	1-----	:30	1	\$2,900.00	P 3	0.00	NM	1	\$2,900.00
				WBTV News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$2,900.00		0.00			
E 13	WBTV	10/30/12	11/02/12	Millionaire	Comm	M-F 730p-8p	- TWTF - -	:30	4	\$1,350.00	P 3	0.00	NM	4	\$5,400.00
				Millionaire											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					4	\$1,350.00		0.00			
E 14	WBTV	11/05/12	11/05/12	Millionaire	Comm	M-F 730p-8p	1-----	:30	1	\$1,350.00	P 3	0.00	NM	1	\$1,350.00
				Millionaire											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$1,350.00		0.00			
E 15	WBTV	10/30/12	11/02/12	WBTV News at 11p	Comm	11p-1135p	- TWTF - -	:30	4	\$2,400.00	P 3	0.00	NM	4	\$9,600.00
				WBTV News @ 11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					4	\$2,400.00		0.00			
E 16	WBTV	11/05/12	11/05/12	WBTV News at 11p	Comm	11p-1135p	1-----	:30	1	\$2,400.00	P 3	0.00	NM	1	\$2,400.00
				WBTV News @ 11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Order Sep 00:15:00

Advertiser **Issue/Communication Worl** Product **NC CITS FOR PROGRESS** Estimate #

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 16	WBTV	11/05/12	11/05/12	WBTV News at 11p WBTV News @ 11p	Comm	11p-1135p	1-----	:30	1	\$2,400.00	P 3	0.00	NM	1	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	1-----	1				\$2,400.00		0.00					
E 17	WBTV	11/04/12	11/04/12	WBTV Sun News at 11p WBTV 11p News /Sun	Comm	11-11.35p	-----1	:30	1	\$2,100.00	P 3	0.00	NM	1	\$2,100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1	1				\$2,100.00		0.00					
N 18	WBTV	10/30/12	11/02/12	WBTV News 430a WBTV News 430a	Comm	430-5a	-TWTF--	:30	1	\$325.00	P 3	0.00	NM	1	\$325.00	
m1																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-TWTF--	1				\$325.00		0.00					
														Totals	31	\$55,110.00